

Guidance for Utilization of the March of Dimes Becoming a Mom® Curriculum by Kansas Perinatal Community Collaboratives

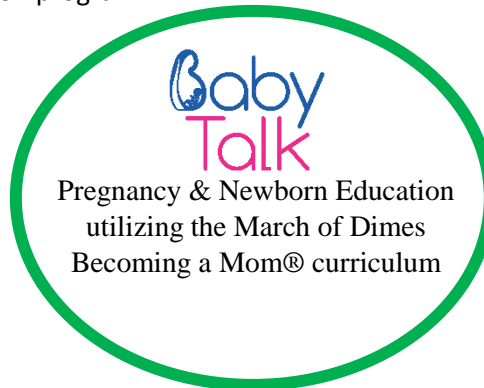
Any use of the Becoming a Mom® curriculum, and associated marketing of such, must adhere to the March of Dimes **Branding Requirements** and **Terms of Use**.

March of Dimes Becoming a Mom® Branding Requirements

- Becoming a Mom® must always include the registered trademark symbol.®
- Any use of Becoming a Mom® must match March of Dimes branding.
- Becoming a Mom® can only be used to refer to the March of Dimes curriculum.
- What this means for you and your collaborative partners:
 - You may not refer to your comprehensive perinatal collaborative as Becoming a Mom®.
 - You may refer to your group prenatal education classes/sessions as Becoming a Mom® as this directly relates to implementation of the curriculum.
 - You may choose a different name to represent your classes/sessions locally, as long as you note within the document/source that the classes “utilize the March of Dimes Becoming a Mom® curriculum” and include the March of Dimes logo.



- Any reference to or promotion of your group prenatal education classes/sessions must note within the document/source that the classes “utilize the March of Dimes Becoming a Mom® curriculum” and include the March of Dimes logo.
- Becoming a Mom® branding cannot be directly attached to a local logo designed to represent the prenatal education program.



Terms of Use for March of Dimes Becoming a Mom® Curriculum

- Any partner using the curriculum must acknowledge they are using the Becoming a Mom® curriculum and it is developed and owned by March of Dimes.
- If changes are being made to the curriculum to meet local needs, the partner should make clear that curriculum is being modified or supplemented.
- The following modifications may be made to the curriculum without further March of Dimes approval:
 - Removing particular modules.
 - Supplementing the handouts where these supplementary materials are specifically labeled so as to make clear these are not March of Dimes materials.
- Changes to the content/subject matter contained in the curriculum itself can only be made with March of Dimes approval and subject to a signed agreement.
- What this means for you:
 - Curriculum provided to you by KDHE as of April 2017 meets the above criteria:
 - Curriculum content as well as PowerPoint slides all open with acknowledgement and disclosure of the above statements
 - All supplemental handouts have been clearly labeled as such in the footer of the handout along with its source in compliance with March of Dimes terms.
 - March of Dimes handout order has been modified, but no content/subject matter has been changed.